

The Real Cost of CRM

International platforms look cheaper on the pricing page — until you build the full stack. This is what you actually pay once telephony, WhatsApp, SMS and automation are added on top.

Every BaseCloud plan is a single flat monthly fee that already includes native VoIP telephony (1 number), native WhatsApp, native SMS, unlimited automation, and Office 365 / Gmail & calendar sync — in one contract, one invoice, no USD exchange-rate risk. Standard CRM usage costs (calls, texts, WhatsApp conversations, storage) apply on top and vary across every platform — on the competitor stacks they arrive as separate third-party bills.

BASECLOUD EXCLUSIVE — INCLUDED IN EVERY PACKAGE
★ **WhatsApp Business API included — a R3,000/m value, in every plan**
Chat with clients on the channel South Africans actually use — from the same inbox as your calls, texts and email. Competitors bolt this on through a third-party provider; we build it in.

Foundation
R4,999/mo
Up to 5 users
Small teams ready to stop losing leads.

- ✓ VoIP number included
- ✓ WhatsApp included
- ✓ All features native

*** MOST POPULAR**
Growth
R9,999/mo
Up to 15 users
Growing businesses running sales & operations in one place.

- ✓ VoIP number included
- ✓ WhatsApp included
- ✓ All features native

Dominate
R24,999/mo
Unlimited users
Established teams that live in their CRM.

- ✓ VoIP number included
- ✓ WhatsApp included
- ✓ All features native

True monthly cost — full feature-equivalent stack

Comparing the fixed monthly platform cost. Competitors must add VoIP (~\$35/user), a WhatsApp provider and SMS tools on top of base CRM pricing; BaseCloud covers all of it in one plan. *Standard CRM usage (calls, texts, WhatsApp, storage) is billed on consumption and applies on every platform.*

Team size	BaseCloud (flat plan)	Zoho CRM stack	ClickUp* stack	monday.com stack	Pipedrive stack
5 users Foundation	R4,999	R6,991 +R1,992 (+40%)	R4,688 + once-off build*	R6,004 +R1,005 (+20%)	R7,732 +R2,733 (+55%)
15 users Growth	R9,999	R20,974 +R10,975 (+110%)	R14,065 +R4,066 (+41%)	R18,013 +R8,014 (+80%)	R23,194 +R13,195 (+132%)
50 users Dominate	R24,999	R69,912 +R44,913 (+180%)	R46,882 +R21,883 (+88%)	R60,042 +R35,043 (+140%)	R77,315 +R52,316 (+209%)

At 50 users, BaseCloud saves **R627,792/year vs Pipedrive** and **R420,516/year vs monday.com** — with no extra subscriptions, no API connectors, and zero USD exchange-rate risk.

Figures compare fixed monthly platform cost only. Standard CRM usage — calls, texts, WhatsApp conversations and storage — is billed on actual consumption and applies across all platforms; it is not included in the numbers above. Competitor stacks: base CRM (Zoho Enterprise, monday CRM Pro, Pipedrive Professional, ClickUp Business) + ~\$35/user VoIP (Aircall / CloudTalk) + WhatsApp third-party provider + SMS tools, on annual list pricing. \$1 = R16.45 (Jul 2026). Estimates based on standard configurations.
* ClickUp is a project-management tool, not a CRM. Building a working CRM on it typically costs R30,000-R80,000 once-off in custom development before a single deal is tracked — which is why the subscription line looks low.

Native vs Third-Party

Native = built into the platform, no extra cost or contract. **3rd Party** = a separate paid subscription, with integration and breakage risk. Here is what each platform actually gives you out of the box.

Feature	BaseCloud	Pipedrive	monday.com	ClickUp	Zoho CRM
VoIP Telephony	Native ✓	3rd Party	3rd Party	3rd Party	3rd Party
WhatsApp	Native ✓	3rd Party	3rd Party	3rd Party	3rd Party
SMS	Native ✓	3rd Party	3rd Party	3rd Party	3rd Party
Gmail / Office 365	Native ✓	Native ✓	Native ✓	Native ✓	Native ✓
Calendar Sync	Native ✓	Native ✓	Native ✓	Native ✓	Native ✓
Automation	Unlimited ✓	Capped	Capped	Capped	Capped
True CRM Pipeline	Native ✓	Native ✓	Native ✓	Not a CRM	Native ✓
ZAR Billing (no FX)	Native ✓	Not available	Not available	Not available	Not available
Local SA Support	Native ✓	Not available	Not available	Not available	Not available

Native ✓ / Unlimited — built in, no extra cost. · **3rd Party** — separate subscription needed; adds cost and breakage risk. · **Not available** — not supported at any plan tier.

What "3rd Party" really means for your business

4 bills, not 1

CRM + VoIP provider + WhatsApp provider + SMS gateway = four invoices, four contracts, four renewal dates. BaseCloud is one.

Integration breakage

When a third-party API updates or a token expires, your team loses communication until a developer fixes it. BaseCloud runs everything under one SLA.

USD exchange-rate risk

All four competitors bill in USD. A 10% rand move adds R4,700–R8,100/month to a 50-user stack overnight. BaseCloud bills in ZAR — fixed in rands.

Hidden implementation cost

Connecting Zoho or Pipedrive with telephony + WhatsApp usually needs a certified partner. Setup fees run R30,000–R80,000 before a single call is made.

See exactly what BaseCloud costs for your team

We'll build a custom comparison for your exact headcount and current software — free of charge.

All pricing is VAT / sales-tax exclusive. Competitor figures based on published annual list pricing at \$1 = R16.45 (Jul 2026) and standard configurations; re-confirm on providers' pricing pages before purchase, as prices and regional rates change.